

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A computer system for requesting advertisements to be placed along with content, comprising:

advertisement generators that automatically generate advertisement sets using different algorithms, each advertisement set having a keyword and an advertisement;

a fee calculator that calculates fee amounts for advertisements based on anticipated profitability of the advertisement sets;

an advertisement submitter that sends to an advertisement placement service a request to place the advertisement along with content associated with the keyword at the fee amount of an advertisement set; and

an advertisement manager that receives from the advertisement generator generators advertisement sets, receives from the fee calculator a fee amount for each advertisement set, selects advertisement sets for which no conflicting advertisement set is currently submitted, and provides to the advertisement submitter the selected advertisement sets that each have an advertisement, a keyword, and a fee amount.

2. (Original) The computer system of claim 1 wherein the fee amount is a bid for an auction.

3. (Canceled)

4. (Previously Presented) The computer system of claim 1 wherein when multiple advertisement sets have the same keyword, the advertisement manager selects one of the multiple advertisement sets based on analysis of the likelihood of users selecting the advertisement when it is placed along with a content associated with the keyword.

5. (Canceled)

6. (Previously Presented) The computer system of claim 1 including multiple advertisement submitters where each advertisement submitter is associated with an advertisement placement service.

7. (Previously Presented) The computer system of claim 1 including a database containing statistics relating to placements of advertisements and wherein the fee calculator determines anticipated profitability based on analysis of the statistics.

8. (Original) The computer system of claim 7 wherein the statistics include average cost-per-click of an advertisement and average revenue-per-click.

9. (Previously Presented) A method in a computer system for placing advertisements, the method comprising:

- automatically generating advertisement sets that specify an advertisement, a keyword, and a bid amount;
- selecting advertisement sets for submission to an advertisement placement service such that a selected advertisement set does not conflict with a currently submitted advertisement set;
- submitting to the advertisement placement service a request to place advertisements in accordance with the selected advertisement sets;
- analyzing the effectiveness of the placed advertisements for the advertisement sets, the effectiveness of an advertisement being based on at least financial benefit of placing the advertisement; and
- selecting advertisement sets for placement of advertisements based on the analysis.

10. (Original) The method of claim 9 wherein the effectiveness of a placed advertisement is based on profit resulting from a user selecting an advertisement.

11. (Previously Presented) The method of claim 9 wherein the advertisement placement service places advertisements with search results with a search term matching the keyword.

12. (Previously Presented) The method of claim 9 wherein the advertisement placement service places advertisements with content associated with a keyword that matches the keyword of an advertising set.

13. (Original) The method of claim 9 including calculating the amount based on advertising metrics.

14. (Original) The method of claim 13 wherein the amount is adjusted based on advertising metrics.

15. (Original) The method of claim 9 wherein the advertisement sets are automatically generated by an advertisement generator.

16. (Previously Presented) The method of claim 15 wherein the advertisement sets are selected based on effectiveness of the advertisement generators that generated the advertisement sets.

17. (Original) The method of claim 9 including calculating the bid amount based on a profit-based algorithm.

18. (Original) The method of claim 9 including calculating the bid amount based on a revenue-based algorithm.

19. (Original) The method of claim 9 wherein the advertisement placement service is a search engine service.

20. (Original) The method of claim 9 including filtering the generated advertisement sets based on frequency of keywords.

21. (Original) The method of claim 9 including filtering the generated advertisement sets based on desirability of keywords.

22-34. (Cancelled)